



www.KCTV5.com
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KCTV5
FEIN: 42-0410230
4500 Shawnee Mission Pkwy
Fairway, KS 66205
(913)677-5555

CONTRACT

<u>Contract / Revision</u> 499135 /		<u>Alt Order #</u> 06381182
<u>Product</u> IAAF FIRE FIGHTERS		
<u>Contract Dates</u> 10/16/12 - 10/29/12		<u>Estimate #</u> 2121
<u>Advertiser</u> International Association Of Fire Fighters		<u>Original Date / Revision</u> 10/17/12 / 10/18/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KCTV	<u>Account Executive</u> Dave Clark	<u>Sales Office</u> TELEREP-WAS
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 152	<u>Product Code</u> 160
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Waterfront Strategies
1010 Wisconsin Ave, NW
#800
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KCTV	10/16/12	10/22/12	1:00 PM-2:00 PM	1230-3pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	---TF--				1	\$500.00			
N 2	KCTV	10/16/12	10/29/12	KCTV5 News @ 10P	10-1035pm		:30			NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	M--TF--				2	\$1,200.00			
	Week:	10/23/12	10/29/12	MTWTF--				2	\$1,200.00			
D 3	KCTV	10/16/12	10/29/12	Price is Right	10-11am		:30			NM	0	\$0.00
N 4	KCTV	10/16/12	10/29/12	Letterman	1035-1137pm		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	M--TF--				2	\$500.00			
	Week:	10/23/12	10/29/12	MTWTF--				2	\$500.00			
N 5	KCTV	10/16/12	10/29/12	Young & Restless	11am-12n		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	-----				0	\$600.00			
	Week:	10/23/12	10/29/12	MTWTF--				2	\$600.00			
N 6	KCTV	10/16/12	10/29/12	Ferguson	1207x-108x		:30			NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	M--TF--				1	\$75.00			
	Week:	10/23/12	10/29/12	MTWTF--				1	\$75.00			
N 7	KCTV	10/16/12	10/22/12	2:00 PM-3:00 PM	2-3p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	M--TF--				1	\$500.00			
N 8	KCTV	10/23/12	10/29/12	Ellen	3-4pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/23/12	10/29/12	MTWTF--				1	\$500.00			
N 9	KCTV	10/16/12	10/29/12	KCTV5 News @ 4P	4-5pm		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/16/12	10/22/12	M--TF--				1	\$600.00			
	Week:	10/23/12	10/29/12	MTWTF--				1	\$600.00			
N 10	KCTV	10/16/12	10/29/12	KCTV5 News @ 5P	5-530pm		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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<u>Advertiser</u> International Association		<u>Original Date / Revision</u> 10/17/12 / 10/18/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	M--TF--				1	\$700.00			
Week:		10/23/12	10/29/12	MTWTF--				1	\$700.00			
N 11	KCTV	10/16/12	10/29/12	KCTV5 News @ 6P	6-630pm		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	M--TF--				1	\$700.00			
Week:		10/23/12	10/29/12	MTWTF--				1	\$700.00			
N 12	KCTV	10/16/12	10/29/12	More in the Morning 6A	6-7am		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	M--TF--				1	\$350.00			
Week:		10/23/12	10/29/12	MTWTF--				1	\$350.00			
N 13	KCTV	10/16/12	10/29/12	Inside Edition	630-7pm		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	M--TF--				1	\$800.00			
Week:		10/23/12	10/29/12	MTWTF--				1	\$800.00			
N 14	KCTV	10/16/12	10/29/12	CBS Early Show	7-9am		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	M--TF--				2	\$250.00			
Week:		10/23/12	10/29/12	MTWTF--				2	\$250.00			
N 15	KCTV	10/16/12	10/29/12	M-F 9-10am	9-10am		:30			NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	M--TF--				2	\$150.00			
Week:		10/23/12	10/29/12	MTWTF--				2	\$150.00			
N 16	KCTV	10/19/12	10/19/12	Fri 7-8pm	7-8pm		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1--				1	\$2,000.00			
N 17	KCTV	10/29/12	10/29/12	Mon 9-10pm	9-10pm		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	1-----				1	\$4,000.00			
N 18	KCTV	10/20/12	10/27/12	Inside Edition Weekend	630-7pm		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1-				1	\$400.00			
Week:		10/22/12	10/28/12	-----1-				1	\$400.00			
N 19	KCTV	10/18/12	10/18/12	Thu 7-8pm	7-8pm		:30			NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---1---				1	\$6,000.00			
N 20	KCTV	10/24/12	10/24/12	Wed 9-10pm	9-10pm		:30			NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--1----				1	\$4,500.00			
N 21	KCTV	10/22/12	10/22/12	Chiefs 50th Anniv 10/22	7:30-8pm		:30			NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	1-----				1	\$2,800.00			
Totals											40	\$37,650.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	37	\$32,900.00	\$27,965.00
10/29/12 - 10/29/12	3	\$4,750.00	\$4,037.50
Totals	40	\$37,650.00	\$32,002.50

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10/16/12 - 10/29/12	IAAF FIRE FIGHTERS	2121

<u>Advertiser</u>	<u>Original Date / Revision</u>
International Association	10/17/12 / 10/18/12

Signature: _____ **Date:** _____

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